



Have Your Best Christmas Ever!

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New Christmas Game Takes Commercialism Out Of Christmas

Sebastopol, CA - December 10, 2012 - For families who love Christmas but don't like the commercialism, The Christmas Game, released last month, promises to make the holiday less stressful and more meaningful.

"Of the 92% of Americans who celebrate Christmas, 52% wish that Christmas were less commercial, and almost two-thirds have tried to modify the gift-giving tradition to have fewer presents or less emphasis on gifts," said Shelly Albaum, President of The Christmas Game. "That's because most people like presents, but they prefer that the holiday primarily focus on other Christmas values, like kindness, togetherness, family traditions, shared memories, and having fun."

The Christmas Game includes an instruction book and hundreds of heirloom-type cards. As players turn over cards, The Christmas Game adds traditions, games, and activities to make the celebration more meaningful and more memorable.

"The Christmas Game also slows down the holiday," said Albaum, "and creates more time for the true Christmas spirit." Blank cards are included for families to incorporate their own traditions.

The Christmas Game was introduced on November 1, 2012, and sold almost 1,000 copies in its first month.

"The Christmas Game captures people's attention because everyone wants to escape the treadmill of spending money they don't have to buy gifts that someone else doesn't want or need," said Albaum. The Christmas Game accomplishes this by focusing the celebration more on what you do instead of what you get.

No purchase is necessary to play The Christmas Game. Families can learn the rules at the company's website, [the-christmas-game.com](http://www.the-christmas-game.com), and make their own cards and Memory Books from common materials at home.

"We actually guarantee that Christmas Game players will have their best Christmas ever," said Albaum. "The Christmas Game recovers the Christmas magic that is buried beneath all the commercialism."

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